

ABSTRAK

Penelitian ini dilakukan untuk menganalisis pengaruh variabel fundamental terhadap harga saham perusahaan *go public* untuk periode 2012-2016. Variabel fundamental yang digunakan dalam penelitian ini adalah *sales growth*, *return on equity*, *debt to equity ratio*, *current ratio*, *total assets turnover*, *price earning ratio* dan *earning per share*.

Teknik pengambilan sampel adalah *purposive sampling* pada perusahaan *go public* yang terdaftar di Bursa Efek Indonesia selama tahun 2012 sampai 2016. Sampel dalam penelitian ini diambil dari sektor keuangan sebanyak 69 perusahaan sehingga berjumlah 345 sampel. Metode analisis data yang digunakan adalah analisis regresi linear berganda.

Hasil penelitian ini menunjukkan bahwa hipotesis yang diterima yaitu variabel *sales growth*, *return on equity*, *price earning ratio* dan *earning per share* berpengaruh signifikan terhadap harga saham. Sedangkan hipotesis yang ditolak yaitu variabel *debt to equity ratio*, *current ratio* dan *total assets turnover* tidak berpengaruh terhadap harga saham. Dengan nilai *adjusted R²* sebesar 0,604 atau 60,4% yang berarti dapat dijelaskan oleh variabel *sales growth*, *return on equity*, *debt to equity ratio*, *current ratio*, *total assets turnover*, *price earning ratio* dan *earning per share* dan sisanya 39,6% dijelaskan oleh variabel lain diluar model penelitian ini.

Kata kunci: *Seles Growth*, *Return On Equity*, *Debt To Equity Ratio*, *Current Ratio*, *Total Assets Turnover*, *Price Earning Ratio*, *Earning Per Share*, Harga Saham.

ABSTRACT

This research was conducted to analyze the effect of fundamental variables on stock prices go public companies for the period 2012-2016. The fundamental variables used in this research are sales growth, return on equity, debt to equity ratio, current ratio, total asset turnover, price earning ratio and earnings per share.

Sampling technique is purposive sampling at go public company listed in Indonesian Stock Exchange during 2012 until 2016. The sample in this research is taken from the financial sector as much as 69 companies so that amounted to 345 samples. Data analysis method used is multiple linear regression analysis.

The results of this research indicates that the hypothesis received is the variable sales growth, return on equity, price earnings ratio and earnings per share significant effect on stock prices. While the rejected hypothesis is the variable debt to equity ratio, current ratio and total asset turnover does not influenced the stock price. With adjusted R^2 value equal to 0,604 or 60,4% which means can be explained by variable of sales growth, return on equity, debt to equity ratio, current ratio, total asset turnover, price earning ratio and earnings per share and the rest 39,6% other variables outside of this research model.

Keywords: sales growth, return on equity, debt to equity ratio, current ratio, total assets turnover, price earning ratio, earning per share, stock price.